

ORAL HEALTH ADVISORY COMMITTEE

March 28, 2003

MINUTES

COMMITTEE MEMBERS PRESENT

Patricia Craddock, DDS, Chairperson, Nevada Dental Association
Shari Peterson, RDH, M.Ed, University and Community College System of Nevada, Nevada Dental Hygienists' Association
Maureen Fanning, RN, Public Health Nurse Supervisor, Clark County Health Department
Mike Johnson, Manager, Saint Mary's Outreach Programs
Pastor Anthony Steele, Bethel AME Church
Michelle Kling, RN, Division Director, Washoe County District Health Department (WCDHD)
Michael Sanders, DMD, Director of Patient Care Services, University of Nevada, Las Vegas (UNLV), School of Dental Medicine
Tyree Davis, DDS, Clinical Manager, Miles for Smiles

COMMITTEE MEMBERS ABSENT

Tim Elam, Educare
Mark Rosenberg, DDS, U.S. Public Health Service
Patricia Durbin, Deputy Director, Great Basin Primary Care Association (GBPCA)

NEVADA STATE HEALTH DIVISION STAFF PRESENT

Chris Forsch, RDH, Oral Health Consultant, BFHS
Lori Cofano, RDH, Fluoridation Consultant, BFHS
Dennis Murphy, Health Education and Information Officer, BFHS
Thara Salamone, Oral Health Biostatistician, BFHS
Laurie Nickles, RDH, Oral Health Educator, BFHS
Tawnya Cook, Administrative Assistant, BFHS

OTHERS PRESENT

Bob Fisher, President/CEO, Nevada Broadcasters Association (NBA)
Suzanne Burger, Executive Assistant, NBA
Annie McCaffrey, Producer, NBA
Marti Cote, RN, MSS, Medicaid
Kathleen Newton, Medicaid Services Specialist, Medicaid
Jennifer Bullock, Director, Northern Nevada Dental Health Program (NNDHP)
Angela Dazey, AmeriCorps/NNDHP

CALL TO ORDER AND INTRODUCTIONS

Dr. Patricia Craddock called the Oral Health Advisory Committee (OHAC) meeting to order at **10:10a.m.** at the University of Nevada, Las Vegas (UNLV), 4505 Maryland Parkway, CBC Building B, Room 117 Las Vegas, Nevada, the University of Nevada, Reno (UNR), 1664 N. Virginia St., Getchell Library, Room 9, Reno, Nevada, and Great Basin College, 1500 College Parkway, Hi-Tech Center Building, Room 123, Elko, Nevada. This was a public meeting and the public was invited to make comments. In accordance with the Nevada Open Meeting Law, this meeting was posted at the following locations: UNLV, Las Vegas; UNR, Reno; Great Basin College, Elko; Elko Nursing Office, Elko; Clark County Health District, Las Vegas; Washoe County District Health Department (WCDHD), Reno; Kinkead Building, Carson City; and Nevada State Library and Archives, Carson City.

Introductions were made around the table in all locations.

APPROVAL OF MINUTES FROM MEETING OF JANUARY 24, 2003

Dr. Craddock called for comments or corrections to the January 24, 2003 meeting minutes. Christine Forsch stated Dr. Michael Sanders and Dr. Tyree Davis need to be added to Committee Members Present and Shannon Coday needs to be deleted from Committee Members Present. Dr. Craddock asked for a motion to approve the minutes from January 24, 2003 with changes. Shari Peterson motioned and Dr. Sanders seconded. **MOTION APPROVED.**

STATE DENTAL HEALTH OFFICER REPORT

Dr. Robert Cooley was unable to attend the meeting. He composed a report, which was mailed to Committee members prior to the meeting and handed out to attendees. See attached report.

COMMITTEE DISCUSSION AND POSSIBLE RECOMMENDATIONS REGARDING STATE DENTAL HEALTH OFFICER REPORT

Ms. Peterson would like to know Dr. Cooley's opinion of Head Start possibly moving from Health and Human Services (HHS) to the Department of Education (DOE) as a block grant. She would like to know if the move would impact the program he has started with Head Start because it would not be mandated to keep an oral health section of the program. Michelle Kling wanted to know if this question came up at the statewide Head Start Oral Health Conference and Ms. Forsch noted no one voiced concern. Ms. Peterson suggested having Dr. Cooley investigate what Nevada Head Start is looking at if the program moves to a block grant. She also encouraged the Committee to write Congressional leaders to retain the program in HHS. Ms. Forsch stated an outcome of the Head Start Oral Health Conference is Head Start will be establishing an Oral Health Committee. Dr. Cooley has been asked to serve on the Committee. Ms. Kling questioned Dr. Cooley's report on page 2, paragraph 4. She noted confusion with the comment "In two previous meetings, I have urged the Advisory Committee and staff to pursue criteria so that each project would have clearly stated and measurable objectives where outcome assessment would lead to continual improvement in our methods and result in demonstrated oral health improvement for our subjects." Ms. Kling stated in reading the Oral Health Report there were objectives listed and addressed. She stated she was confused because she believes this is being done. Ms. Forsch agreed with Ms. Kling and noted sending out in the Committee packets, all of the various evaluation tools the Centers for Disease Control and Prevention (CDC) has asked the Committee and staff to use. She believes the objectives are being met.

ORAL HEALTH PROGRAM REPORT

Ms. Forsch reported sending the Committee a cover letter, explaining CDC has sent a set of 10 objectives they have asked all grantees to meet. The objectives must be met before moving to the next level of funding. Ms. Forsch reviewed the goals with the Committee.

- **Goal #1** is to maintain oral health program leadership capacity. Ms. Forsch reported developing a large staff and noted CDC would like the program to have access to an epidemiologist and a fluoridation engineer. The program will utilize the State Epidemiologist who is employed by the State Health Division. A fluoridation engineer will be utilized by contracting with the Bureau of Health Protection Services (BHPS).
- **Goal #2** is to describe the oral health disease burden health disparities and unmet needs in the state. Thara Salamone prepared a report, which will discuss the oral health disease burden. Behavior Risk Factor Surveillance Survey (BRFSS) data was collected last year and should be released in June. A contract was approved to collect BRFSS data for the current year and the grant application for next year includes funding to continue collecting data. The grant application includes a goal of conducting an assessment of the prevalence of early childhood caries in Nevada. A screening of preschoolers will be conducted similar to the screening done of 3rd graders.

- **Goal #3** is to update a comprehensive five-year State Oral Health Plan. Ms. Forsch stated when the State Oral Health Plan was first developed in 2002; the Bureau of Health Professionals, Health Resources and Services Administration (HRSA) provided funding. HRSA had certain goals they wanted met with their grant funding. The document produced did meet their goals, however in reviewing what CDC recommends in a state oral health plan, Nevada's State Oral Health Plan will need to be revised. Ms. Forsch would like to convene a follow-up Oral Health Conference in 2003-2004 of oral health stakeholders to review the State Oral Health Plan and make it a more comprehensive document. Input will be requested of the Oral Health Advisory Committee (OHAC).
- **Goal #4** is to sustain a diverse statewide oral health coalition to assist in formulation of plans, guide project activities and identify additional financial resources. Currently there are various oral health coalitions throughout the state, however none have statewide representation. OHAC does not meet the standard for the Coalition. Ms. Forsch would like input from OHAC on how to bring each of the coalitions in the state together to form one statewide coalition.
- **Goal #5** is to enhance the oral disease surveillance system by continuing to collect, analyze and disseminate data to support program activity.
- **Goal #6** is to identify prevention opportunities for systematic, socio-political and/or policy change to improve oral health by conducting a periodic assessment of policy and systems level strategies with potential to reduce oral disease. After the next round of grant funding, Ms. Forsch will ask OHAC to complete the Environmental Assessment forms, which were included in their packets. Based on what is collected, policy changes may need to be made.
- **Goal #7** is to develop and coordinate partnerships to increase State level and community capacity to address specific oral disease prevention intervention. Ms. Forsch reported a successful Healthy Smile-Happy Child program. Laurie Nickles has conducted 37 presentations with the primary audience being the medical community. It was noted Prevent Abuse and Neglect through Dental Awareness (P.A.N.D.A.) is not receiving a high response. Ms. Forsch asked the Committee to suggest groups they feel may be interested in hearing the presentations. She reported the Oral Cancer Prevention and Detection Seminar held Thursday, March 13, 2003 in Reno was successful. Ninety individuals attended the seminar and every evaluation came back with positive comments. The same presentation will be held in Las Vegas Friday, May 16, 2003. An article on the presentation was submitted to the ADA Journal. Ms. Forsch reported a subcommittee of OHAC was given scripts to review for the media campaign. The Oral Health staff also reviewed the scripts and made suggestions for minor changes. The partnership with Great Basin Primary Care Association (GBPCA) continues to go very well. GBPCA has two dental hygienists who have been given Medicaid provider numbers. They are able to work in the Yerington and Silver Springs areas. The hygienists are seeing Medicaid, Nevada √ Up, and accepting sliding fee scale patients. The Head Start conference was held March 25, 2003. An outcome of the meeting was creating a state oral health coalition. Ms. Forsch stated Dr. Cooley was the keynote speaker. The purpose of the conference was to discuss, collaborate and form a State action plan on children's dental health issues. She reported she is currently serving on the Access to Health Care Washoe County Steering Committee, the Healthy Childcare Nevada Advisory Committee, and the Health Care Access Program (HCAP) Advisory Committee.
- **Goal #8** is to coordinate and implement a limited community water fluoridation program. The Fluoridation Consultant is working closely with BHPS and has developed guidelines and reporting requirements, which will be implemented soon.
- **Goal #9** is to evaluate, document and share State program accomplishments, best practices, lessons learned and use of evaluation results. A presentation will be made at the National Oral Health Conference on the Healthy Smile – Happy Child program, emphasizing the use of fluoride varnish. Another presentation will take place at the National Primary Oral Health Conference in

August 2003 on partnering with community health centers to politically advocate and promote oral health.

- **Goal #10** is to develop, coordinate and implement limited school-based or school linked dental sealant programs. The dental sealant program is up and running with dental sealants soon to be placed in Clark County. Dr. Sanders indicated an interest in having dental students participate in the program.

COMMITTEE DISCUSSION AND RECOMMENDATIONS REGARDING ORAL HEALTH PROGRAM REPORT

- **Goal #1** - No discussion.
- **Goal #2** - Mike Johnson asked if there was a timeline in place. Ms. Salamone stated the goal for completion is the beginning of fall. Ms. Forsch suggested OHAC review prior to submission to Administration.
- **Goal #3** - Pastor Anthony Steele asked who the stakeholders are currently. Ms. Forsch stated stakeholders are typically all of the groups represented by OHAC, Hispanic and senior communities, special needs, Head Start, etc. Pastor Steele questioned if the groups are identified in the application. In terms of coalition members, CDC does list specific groups they want included. Pastor Steele noted on page 4 of the tracking document, there are no faith based or community based organizations listed. Ms. Forsch noted it could be included. Ms. Kling asked when the conference would convene. Ms. Forsch noted it would convene when the funding is received. She is hopeful for January. Ms. Peterson suggested inviting the Department of Education (DOE). Ms. Forsch noted Laurie Nickles has been meeting with the DOE. Out of 17 school districts in Nevada, 7 currently use the Know Your Body curriculum for their elementary schools. Two of the 10 schools that do not use the program are Washoe and Clark Counties. Ms. Nickles is looking at why they are not using the curriculum. Dr. Sanders found a CDROM curriculum for older students, which Ms. Forsch is looking into purchasing for all the high schools in Nevada.
- **Goal #4** - Ms. Kling questioned if the various coalitions in the state could get together to meet once a year. Ms. Forsch believes it would satisfy CDC's request. Ms. Peterson recommended creating a planning committee with at least one representative from each coalition. The Committee discussed attendance issues and possible meeting locations. Ms. Forsch would like to plan on discussing issues at the conference and bringing them back to OHAC for review. People could then be split into workgroups to address each issue. Ms. Peterson spoke regarding a screening and care event the state of Virginia held that Nevada could look into doing in conjunction with the coalition meetings.
- **Goal #5** – Ms. Kling asked the percentage of students not returning screening consent forms. Ms. Forsch stated the number varied depending on the school. Schools with a higher percentage of Latinos tended to have lower participation. It was noted the forms were sent out in English and Spanish. Ms. Kling stated it could be challenging to get permission slips back from parents and students. Mr. Johnson noted St. Mary's reported a 70% return rate after providing incentives for students, teachers, and principles. Dr. Craddock noted concern that the teachers and parents believed the screening was an exam rather than a study to obtain statistics. Ms. Forsch stated the reason for the screening could be added on the form next time.
- **Goal #6** – No discussion.
- **Goal #7** – Pastor Steele expressed his concern to develop more definitive partnerships with Community Based Organizations (CBO's) and Faith Based Organizations (FBO'S). Ms. Forsch noted CDC does not specify with whom the partnerships must be. The Committee discussed programs which could be presented to churches and which have already been done. Ms. Forsch asked if there is a meeting of FBO's where information could be presented to multiple denominations at one time. Mr. Steele stated there are a number of organizations, which are

viable entities throughout the community to consider. Ms. Forsch asked Ms. Nickles to follow up and research ways to work with various churches, synagogues, etc. in the community. Ms. Forsch asked for comments or suggestions on the media campaign. Dr. Davis noted he likes the changes made and asked what the visual catch will be to keep people watching the commercial. Bob Fisher, from Nevada Broadcasters Association, stated, "Advertising or marketing, or image building is an art, not a science." He gave examples of very successful commercials. Mr. Fisher referred to page 6 of the media campaign handout and advised the Committee to carefully select who will deliver the messages. Ms. Peterson suggested being careful with the backdrop of the commercials to appeal to all populations. Dr. Craddock expressed concern with using a specific dentist over another in a commercial. She suggested having the dental community make suggestions as to who they would like to be the spokesperson. It was also suggested to use an actor or a dental student. It was decided to use a parent in the commercial. Mr. Fisher reported he would like to start running radio spots on April 15, 2003 and begin full time in May 2003. Dr. Craddock asked for a motion to accept the media corrections with the revision of the dentist spot being removed with an individual not a dentist in place. Ms. Peterson motioned and Pastor Steele seconded. **MOTION APPROVED.**

- **Goal #8** – Dr. Davis asked if the Fluoridation Campaign was continuing in Northern Nevada and it was noted the Campaign is over. Lori Cofano reported the measure was voted on and lost by nearly the same percentage as it was lost by 35 years ago. Ms. Peterson asked what her recommendations would be for a strategy to make changes in the North. Ms. Cofano stated CDC has reported the fluoridation ballot issue typically loses when it is not paired with a presidential election due to voter turnout. Ms. Cofano noted the water systems need to be feasible to fluoridate. Carson City and Elko would be good target areas. Pastor Steele noted the importance of educating populations on fluoridation at all times, even when the issue is not a ballot item.

ORAL HEALTH PROGRAM BIOSTATISTICIAN REPORT

Ms. Salamone gave a brief overview of data received from the Oral Cancer Screening Survey conducted in August 2002. A copy of the report will be sent to all dentists who participated and provided their names for the survey. She noted she is sharing raw data for 3rd grade screenings conducted and the numbers will still need to be adjusted. Ms. Salamone reported 94% of children screened statewide were 8 or 9 years old, with 48.5% being female and 51.5% being male. She reviewed the ethnicity numbers and noted there was an average of 54 students screened per school. The screening showed 43.7% of students eligible for Free or Reduced Lunches, where the Department of Education estimates 39% being eligible. Ms. Salamone reviewed information received from the screening consent forms.

COMMITTEE DISCUSSION AND POSSIBLE RECOMMENDATIONS REGARDING BIOSTATISTICIAN REPORT

There was no discussion.

PUBLIC COMMENT AND DISCUSSION

No public comment was made.

BOARD CALENDAR – DETERMINE DATES FOR FUTURE MEETINGS

The next meeting was tentatively set for Reno at 10:00 a.m. on Friday, July 11, 2003. The location will be announced.

ADJOURNMENT

The meeting was adjourned at **1:05 p.m.** All agenda items not discussed will be tabled for the next meeting.